

CHANGES TO BE MADE IN "FOOD FOR FREEDOM NEWS KIT FOR SPECIAL EDITIONS"

Due to the abrupt change in national outlook following America's entry into the war, some of the materials in the "Food for Freedom News Kit for Special Editions" need to be edited or rewritten before use in newspapers. Revised copies of two stories, "Suggested Lead Story" and "R. M. Evans' Trip to England," are enclosed. Other revisions can be made in the field. It is suggested that the following revisions be considered in bringing the kit up to date:

SUGGESTED LEAD STORY:

Replace with enclosed story.

COUNTY USDA DEFENSE BOARD:

Change lead to point out board is helping with a number of related agricultural defense activities, as well as food expansion program. Last paragraph unnecessary.

STATE DEFENSE BOARD:

Insert statement after paragraph 2 on board's activities other than food expansion program.

GENERAL FOOD FOR FREEDOM STORY:

Watch for current information on production goals. In paragraph 2, the "vital purposes" can be greatly strengthened.

LOCAL CROPS IMPORTANT:

Can strengthen lead by inserting greater patriotic note.

SECRETARY WICKARD BIOGRAPHY:

May be strengthened by inserting some later quotations lifted from the Secretary's recent speeches.

FARMERS AND THE FUTURE:

Tone of this story no longer fits the current situation. Many States probably will not wish to use it.

R. M. EVANS' TRIP TO ENGLAND:

Revised story enclosed.

FARM MACHINERY SITUATION:

Can be enlarged and strengthened in view of increased need for getting machinery repaired in time.

ROLE OF SMALL FARMER:

Lead paragraph needs stronger patriotic appeal.

BETTER DIET AND FARM DEFENSE PROGRAM:

Story needs patriotic appeal. Nutrition has become important as factor in winning the war even more than mere basic desirability of "keeping people healthy."

WOMAN'S ROLE:

It will be noted that tone of this letter is now outdated. Still shows, however, that farm people can do a good job of interpreting conditions affecting them.

FRIENDS WITH LATIN AMERICA:

Increased need of close cooperation with Latin America due to wartime conditions needs to be stressed in lead.

(Revised)

IMPORTANT: SUGGESTED LEAD STORY "FOOD FOR FREEDOM" EDITIONS

_____ county farmers, aware that the things they grow on their farms will help win the war, are backing up the nation's victory program by pledging a record food production for 1942.

Milk, meats, eggs, and vegetables are first on the list of "victory foods" which local farmers will be turning out at top speed, according to _____, chairman of the County USDA Defense Board. In a recent sign-up campaign, a total of _____ farmers in the county made the patriotic pledge that they would produce these foods to the best of their ability during the year.

_____ points out that _____ county's food contribution will be an important one:

First of all, high-energy food by the carload and shipload is needed for America's fliers, marines, soldiers, and sailors.

Second, highly-nutritious food is needed for those in home civilian work.

Third, food from U. S. farms is needed by Allies across both oceans.

Finally, stockpiles of food are needed so that hungry people of other countries can be fed the very minute they are released from totalitarian enslavement.

"Our Food for Freedom program is about the biggest job that American farmers have ever undertaken," _____ declares. "We're the first big industry to get everybody working together to meet the nation's full needs, item for item. We're proving to the entire world that democracy can plan and get results better than any dictatorship that ever existed."

Every farmer in the county was visited during the recent sign-up to determine how he could help out. AAA Farm Program committeemen did the major part of the contact work. In reality, says _____, the sign-up has proved to be a "census" of expected production. Since similar campaigns have been held in every county in the nation, the U.S. Department of Agriculture now knows months in advance what will be grown on American farms this year. The information is invaluable in planning how to meet the food needs of wartime campaigns.

The defense board chairman points out that the present food expansion drive is distinctly different from the food campaign of the first World War. In both cases, an unusual need for food existed.

Back in 1916 to 1918, farmers were urged to plant every available acre and especially to increase wheat production. Responding enthusiastically, they plowed up millions of acres better adapted to grass. Today, however, the expansion definitely is a planned one. There is no need to plow up the hillsides. Conservation practices of the last eight years under the AAA Farm Program have built up soil productivity; efficient production on about the same total acreage as was planted to crops in 1941 will make it possible to meet 1942 goals. There is no need to expand production of such commodities as wheat, corn, cotton, and tobacco, for there are large supplies of these already on hand.

While farmers are stepping up production of victory foods, they are receiving proper market protection, _____ points out. The Secretary of Agriculture has announced that prices of hogs, eggs, evaporated milk, dry skim milk, cheese, and chickens will be supported at an average of not less than 85 percent of parity within the limits of funds available through 1942. This means that farmers are able to expand with full assurance of a market for all the "victory foods" they can produce.

(Revised)

R. M. EVANS TRIP TO ENGLAND: The following story relates to experiences of R. M. Evans, Administrator of Agricultural Adjustment and Conservation Programs, during a 4-weeks visit to England, accompanied by Paul H. Appleby, Under Secretary of Agriculture. The story points out the important role played by U. S. food in the victory goal of the Allies.

(Evans photographs and news mats available.)

Food is to men what gunpowder is to guns. The vital role of American agriculture in the present war rests on the fact that U. S. farmers are the world's biggest and best producers of food.

That is the observation of R. M. Evans, administrator of the national Agricultural Adjustment and Conservation programs, who flew to England in a bombing plane last fall to see for himself the importance of food in today's war world.

"It was true six months ago that 'food will win the war and write the peace,'" he declares. "It is even more true today. The Japanese bombs that pounded our outlying possessions on December 7 underscore that fact.

"A manifold job confronts American farmers, in every part of the nation. We must produce food for our army, our navy, and our fighters in the air. We must produce for our workers in the factories. We must produce for the millions who are carrying on the duties of civilians. We must produce for our Allies, across both oceans, with whom we have united in wiping out barbarism. We must produce for rebuilding the world when the war is over and our victory is won."

The new year will be a year of record production on American farms, Evans predicts. This does not mean production of all foods, indiscriminately, he points out. It does mean increased production of foods such as dairy and poultry products, meats, and vegetables. These have become so important that they are commonly spoken of as "victory foods."

"We all know how important good food is in our normal everyday lives," the administrator declares. "It has become twice as important to us since we were attacked by Japan.

"Last fall I made a trip to England. I was impressed, everywhere I went, with the realization that food can mean victory or defeat in warfare. I should like to give you some of my observations, for they apply so vitally to the United States today.

"Paul H. Appleby, the Under Secretary of Agriculture, and I went over in August and returned in September, spending four weeks there. We traveled by plane, over the regular Atlantic ferry service. Our object was to find out about the food problems of the English people so that we could report back to American farmers. We wanted to find out how much food the British people have, how much they're able to produce themselves, how much they need from us, and also what they're saying and thinking about agricultural plans when the war is over.

"We learned, even then, that this war is being fought for keeps. After it is over, we're going to have either an Axis world or our kind of world. We learned that the Allies must have our food to win. And we learned that our food not only is a big factor right now, but also it will be a tremendous force at the peace table.

"What we saw and heard convinced me that American farmers and the American people have it in their hands right now to decide history. It will take food, munitions, and more food -- the right kind of food -- to do the job."

There are few things more dear to the sight of an Englishman today than the label, "Food from America," Evans observes. The British people are cheerful, but they are lean. Food from America will be an important factor during 1942. The British are living on short rations, and they need all they can get.

Each of the two USDA officials lost weight during his visit, Appleby losing eight pounds and Evans 10. Losing weight didn't hurt them, and they joked about their rations. Just as the English joke about the food scarcity. A sense of humor is a kind of filler. But a good-natured attitude goes only so far and then real food is needed. Ernest Bevin, Britain's labor leader, told the visitors:

"Give us enough solid meat and other proteins for our factory workers, and we'll increase production 15-20 percent -- just like that!" And Bevin snapped his fingers.

All the British say, quite frankly, "Cut off American food, and tomorrow Great Britain will be a thing of the past."

Evans noted that the British are distributing their food with the utmost care. Rich and poor alike abide by the rationing system, which is strict but fair. The really poor people are probably getting a better share of the total distribution than ever before. Women and children, and people doing extra heavy work, are fairly well cared for. They have a community feeding system where people can get a meal for the equivalent of 18 or 20 cents in American money. Those who haven't the money get fed anyway.

English farmers are producing all they possibly can, Evans noted. They have plowed up lawns, parks, golf courses, and old pastures. They have set up county committees that resemble AAA committees in some ways,

although the members are appointed by the ministry of agriculture and their powers are incomparably greater. The committees are empowered to take over entire farms and run them, if the operators are not fully cooperative with the national agricultural plan.

In England, just as in America, thought is being given to post-war agricultural conditions even during the present embattled period, Evans observes.

"Every English farmer of any intelligence is aware of the need for tremendous adjustments once the war is ended," he says. "Such farmers understand, too, the impossibility of making those adjustments without an adequate farm program.

"One such farmer came to me and remarked: 'We don't have a Triple-A in England. That's the greatest thing ever given to farmers. We've studied it over and we're convinced we must have something comparable when this war is over.'"

But all the planning for a better world when the war is over will mean nothing unless the Axis nations lose and the Allied cause wins, Evans points out. Organizations like the AAA don't exist in a totalitarian economy.

In Evans' opinion, the 1942 Food for Freedom program can be considered the "biggest task American agriculture has ever undertaken."

"We are leading the way," he declares. "We are the first big industry to combine the efforts of all producers in meeting the needs of the nation, item for item. We are proving to the entire world that democracy can plan and get results better than any dictatorship.

"The whole story is told in the slogan, 'Food will win the war and write the peace.' Food is the hope of hungry people all over the world. It will keep our own forces and our friends going while Axis countries are continually tightening their belts. It will hasten rebellion in the occupied countries. It will be an eloquent talking point when we get down to working out the peace. Food can be -- and it will be -- a tremendous power for building the kind of world free men can live in."

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